



Request for Proposal 47QMCB-19-R-0002

General Services Administration
December 13, 2019

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Volume 1 - Technical Capability and Approach

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Section 1: Necessary Capabilities to Perform

Lyft is excited about the opportunity to partner with the General Services Administration (GSA) to provide on demand ridesharing services for the Federal Government. Our solution leverages the Lyft Business platform to allow agency administrators to manage programs and track and report on federal employee business travel. As detailed in Section 2 (Performance Work Statement), the Lyft Business platform will allow agencies to simplify payments, see ride history, control access, run reports, and reconcile accounts — all from one central location. With the platform agencies will be able to reduce costs, save time, and streamline ground transportation programs. Lyft Business provides access to Lyft's nationally recognized ridesharing network through a platform with a suite of tools that enables organizations to maximize efficiency. Lyft operates in all 50 states in the US, covering over 95% of the US population.

About Lyft

In 2012, Lyft introduced its mobile-based platform for on-demand ridesharing—a friendly, safe, and affordable transportation option that fills empty seats in passenger vehicles already on the road by matching drivers and riders via a smartphone application. Today, Lyft is a fixture in many local communities, facilitating over 50 million rides per month across over 360 cities throughout the United States and Canada. We employ over 5,000 people distributed over more than 30 regional and local offices. With the recent integration of real-time transit information into our app, and the addition of bike and scooter-share systems to our product offerings—Lyft has grown to become a truly multimodal transportation partner.

Our Co-Founders have led our company with a focused and consistent mission to improve people's lives with the world's best transportation. We seek to improve people's lives socially, economically and environmentally. We believe the best transportation is the safest, most reliable, lowest cost to deliver and most caring about the communities served. Our management team's long-term focus and commitment underpin everything we do at Lyft. We believe that focusing on purpose and people provides a lasting competitive advantage.

Culture and Values

Our core values at Lyft are: Be Yourself, Uplift Others and Make it Happen. Our team members, who uphold our values and live our mission every day, are at the forefront of cultivating and spreading this culture across the drivers, riders and communities we serve. This continuous interaction across the entire Lyft community creates a virtuous cycle which further reinforces our culture and fuels our growth.

Singular Focus on Transportation

Transportation is not simply a massive market opportunity, but also an extremely complex problem demanding complete commitment and thoughtful execution. We are singularly focused on revolutionizing transportation. This enables us to continually address the needs of a diverse and evolving user base through innovative offerings, scale our user network and grow our market share. We believe this focused approach is critical to truly leading and winning the Transportation-as-a-Service (TaaS) market.

Innovative Multimodal Platform

Our multimodal platform offers riders seamless, personalized and on-demand access to a variety of transportation options. We empower riders to select the mode of transportation best suited to their specific needs at the exact moment they need to get somewhere. Our platform enables riders to optimize their journey across a

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number of factors including time, cost, number of seats, service, comfort and convenience. True to our pioneering ethos, we are constantly innovating on our platform and unlocking access to new modes of transportation.

Lyft Business Organizational Capabilities & Experience

We have established relationships with over 10,000 organizations, cities and municipalities to facilitate rides for their employees, customers and constituents. Examples below highlight the impact organizations have seen from implementing Lyft Business platform as well as the organizational capability and experience to execute successfully. We bring both to bear for this opportunity with GSA.

- Example 1: 20,000+ Employee Professional Services Firm
 - Reduced travel cost by 15%
 - Automated 98% of expense reporting
 - Gained a better understanding and management of ground transportation usage
 - Earned traveler rating of 4.8 points out of 5
- Example 2: 15,000+ Employee Cloud-based Software Company
 - Reduced ground transportation costs 30% or more
 - Positive responses to traveler demands
 - Improved traveler experience, while receiving real-time feedback
- 14,000+ Employee Leading biotech company
 - Reduced overall spend by 25% year over year, while increasing spend on Lyft
 - Effortless compliance
 - Fast implementation
 - Positive employee feedback

Example 1 Narrative: Top Professional Service Firm Using Lyft Business to Manage Employee Business Travel

One of the world's top 10 professional services firms serves a distinguished roster of private enterprises, public institutions, and nonprofits uses Lyft to win talent and reduce travel costs by 15%. The challenges they faced were rapidly rising travel spend, with more than 3.5 million ground trips annually; time-consuming expense reports averaging \$30 each — across 20,000+ employees; and minimal insights into weekly rides. In addition to the cost savings, the program automated 98% of expense reporting, gained a better understanding and management of ground transportation usage, and earned traveler rating of 4.8 points out of 5. "We had three goals for our reimagined transportation program. Improve our colleagues' experience, creating a real wow factor. Always be on the cutting edge. And drive better cost management. Lyft plays a key role," said the Director of Operations.

Example 2 Narrative: Top Technology Firm Using Lyft Business to Manage Employee Business Travel

A large cloud-based software company's U.S. travel program serves approximately 15,000 employees. Employees travel to close sales, help customers implement their solutions, improve sales effectiveness, deliver on-site support, and attend conferences or other events. Since 2015, the organization has doubled its workforce — with many new employees sharing the company's business travel with long-term "road warriors." These newer team members are busy, stressed, and often, multitasking. With a continuing challenge to attract and retain the best talent, the organization wanted an improved travel experience — one that's engaging, easy to manage, and lets the company track where employees are on the road at all times. The Senior Travel Manager for the Americas said, "with partners such as Lyft, we're seeing an industry-wide reduction in ground transportation costs of 30% or more."

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Example 3 Narrative: Top Biotechnology Company Using Lyft Business to Manage Employee Commute Program

A leading, Fortune 500's biotech company with over 14,000 employees, partners with Lyft Business to complement their existing commute program. Costs associated with 77 vanpools, two private ferries, and a corporate shuttle program exceeding 1.25 million rides alone, the organization was looking for a way to optimize. In addition, the organizations has a distributed workforce of over 14,000 employees that frequently travel for work and attend corporate events late at night. Utilizing the Lyft Business Platform, the company reduced spend by 25% year over year, while increasing spend on the Lyft platform from \$100 thousand per year to \$100 thousand per month.

To execute all of these requirements across our thousands of satisfied customers, Lyft has developed a capable employee base with detailed internal operations and organization to ensure success. Some of these investments are detailed in this RFP response, and Lyft is happy to detail further any specific organizational requests to GSA. In addition to these examples, Lyft has relevant partnerships with transit agencies across the country to help with First Mile Last Mile (FMLM) transportation. By working with transit agencies to subsidize discounts, Lyft offers an affordable way for more people to access public transportation — and to help transit agencies save money on cost-ineffective bus routes. Example partnerships with transit agencies includes working with Denton DCTA, Dublin LAVTA, and Charlotte CATS. “Providing innovative mobility solutions for riders – especially first and last-mile connections – is a major priority...Our partnership with Lyft will help us continue to provide efficient transit options for the communities we serve,” said Jim Cline, DCTA President. “The Go Dublin partnership ... was developed out of a need to improve transportation options in areas where traditional bus service does not exist or is inconvenient,” said Michael Tree, LAVTA Executive Director. “This pilot ... provides a good alternative in certain areas where it is not cost-effective to operate a route with multiple buses running all day,” said John Lewis, CATS Executive Director.

Lyft Accounting and Operational Controls

Lyft has a proven track record of executing multi-year contracts with public agency partners, Fortune 500 companies, national non-profits, group purchasing organizations, and social services agencies. We have never been in arrears on nor have we failed to complete a public contract. To help us uphold high community standards, we give both drivers and riders the opportunity to rate each other after a ride. If a driver is rated three stars or below, Lyft reviews the situation and contacts the rider if necessary to follow-up on the ride experience. Our customer support was recently named number one in Newsweek's 2019 America's Best Customer Service rankings for the Peer-to-Peer Ridesharing category.

For additional details, Lyft has provided language from S-1 public filing with the SEC pertaining to account controls and procedures, including excerpts on Revenue Recognition and Lyft's Audit Committee as a publicly traded company:

Revenue Recognition:

The Company recognizes revenue for its rideshare marketplace in accordance with Accounting Standards Codification Topic 606 (ASC 606), “Revenue from Contracts with Customers.” The Company elected to early adopt ASC 606 effective January 1, 2017, using the full retrospective transition method. Under this method, the Company is presenting the consolidated financial statements for the years ended December 31, 2016, 2017 and 2018 as if ASC 606 had been effective for those periods. The adoption of ASC 606 did not have a material impact on the Company's accumulated deficit balance as of January 1, 2016.

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Ridesharing Marketplace:

The Company generates revenue from service fees and commissions (collectively, fees or fee) paid by the drivers for use of the Lyft Platform and related activities to connect the drivers with passengers to facilitate and successfully complete rides via the App. The Company recognizes revenue upon completion of each ride. Under the Terms of Service (ToS), drivers agree that the Company retains the applicable fee as consideration for their use of the Lyft Platform and related activities from the fare and related charges it collects from passengers on behalf of the drivers.

Principal vs. Agent Considerations

The Company evaluates the presentation of revenue on a gross vs. net basis based on whether it acts as a principal by controlling the transportation service provided to the passenger or whether it acts as an agent by arranging for third parties to provide the service to the passenger. The Company facilitates the provision of a transportation service by a driver to a passenger (the driver's customer) in order for the driver to fulfill their contractual promise to the passenger. The driver fulfills their promise to provide a transportation service to their customer through use of the Lyft Platform. While the Company facilitates setting the price for transportation services, the drivers and passengers have the discretion in accepting the transaction price through the platform. The Company is not responsible for fulfilling transportation services being provided to the passenger nor does the Company have inventory risk related to these services. The Company is acting as an agent in facilitating the ability for a driver to provide a transportation service to a passenger. The Company reports revenue on a net basis, reflecting the fee owed to the Company from the drivers as revenue, and not the gross amount collected from the passenger. The Company determined that it is not primarily responsible for the services since it does not promise the transportation services, does not contract with drivers to provide transportation services on the Company's behalf, does not control whether the driver accepts or declines the transportation request via the Lyft Platform, and does not control the provision of transportation services by drivers to passengers at any point in time either before, during or after the ride.

The Company applied the following steps to achieve the core principle of ASC 606:

1. Identification of the Contract, or Contracts, with a Customer: The Company considered the ToS and its customary business practices in identifying the contracts under ASC 606. Drivers accept the ToS with Lyft to use the App. The ToS defines the fees the Company charges drivers for each transaction, each party's rights and obligations regarding the services to be transferred and payment terms. The driver agrees to perform the transportation service as requested by the passenger upon acceptance of a passenger's request for a ride via the App. As the Company's customary business practice, a contract exists between the driver and the Company when the driver's ability to cancel the ride lapses, which typically is upon pickup of the passenger. The duration of a contract with a customer is typically equal to the duration of a single ride. The Company does not earn any fees from the passengers to access the App and the Company has no obligation to the passengers to provide the ride. The Company collects the fare and related charges from passengers on behalf of drivers using the passenger's pre-authorized credit card and retains its fees before making the remaining disbursement to drivers; thus the driver's ability and intent to pay is not subject to significant judgment.

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2. Identification of the Performance Obligations in the Contract: The Company provides a service to drivers to complete a successful transportation service for passengers. The service includes on-demand lead generation that assists drivers to find, receive and fulfill on-demand requests from passengers seeking transportation services and related collection activities, using the Lyft Platform. These activities are not distinct from each other and are not separate performance obligations. As a result, the Company's single performance obligation in the transaction is to connect drivers with passengers to facilitate the completion of a successful transportation service for passengers.

3. Determination of the Transaction Price: The Company earns fees from the drivers either as the difference between an amount paid by a passenger based on an upfront quoted fare and the amount earned by a driver based on actual time and distance for the ride or as a fixed percentage of the fare charged to the passenger. In an up-front quoted fare arrangement, as the Company does not control the driver's actions at any point in the transaction to limit the time and distance for the ride, the Company takes on risks related to the driver's actions which may not be fully mitigated. The Company earns a variable amount from the drivers and may record a loss from a transaction, which is recorded as a reduction to revenue, in instances where an up-front quoted fare offered to a passenger is less than the amount the Company is committed to pay the driver.

The Company records certain payments to drivers, such as refunds and ride incentives, as variable consideration which results in a reduction to the fee earned by the Company at the time such payments are earned by the driver. Taxes, municipal and airport fees assessed by governmental authorities that are both imposed on and are concurrent with specific revenue producing transactions, and collected from drivers and passengers, are excluded from the transaction price. Such amounts are not included as a component of revenue or cost of revenue. The Company has no significant financing components with customers and did not utilize the practical expedient under ASC 606-10-32-18.

4. Allocation of the Transaction Price to the Performance Obligations in the Contract: The Company's single performance obligation in the transaction is to connect drivers with passengers to facilitate the completion of a successful transportation service for passengers and, as a result, there is no allocation of the transaction price.

5. Recognition of Revenue when, or as, the Company Satisfies a Performance Obligation: Revenue is recognized at the time the performance obligation is satisfied by transferring the control of the promised service to a customer in an amount that reflects the consideration that the Company expects to receive in exchange for the service. The Company recognizes revenue upon completion of a ride as its performance obligation is satisfied upon the completion of the ride. The Company does not have contract assets or contract liabilities as the payment of the transaction price is concurrent with the fulfillment of the services. At the time of ride completion, the Company has the right to receive payment for the services rendered. Accordingly, there are no partially satisfied or unsatisfied performance obligations as of December 31, 2016, 2017 and 2018.

As part of the adoption of ASC 606, the Company evaluated the use of practical expedients as required under the standard. New driver referral bonuses paid are contingent upon a new driver completing a certain number of rides and represent the incremental cost of obtaining a contract with a customer. The Company applied the practical expedient under ASC 606-10-45-1 and expenses new driver referral bonuses as sales and marketing expense when the referral bonuses are earned because the amortization period would be one

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year or less. The Company has no significant financing components with customers and did not utilize the practical expedient under ASC 606-10-32-18.

Audit Committee:

Our audit committee consists of Ms. Wilderotter and Jarrett and Mr. Aggarwal, with Ms. Wilderotter serving as Chairperson, each of whom meets the requirements for independence under the listing standards of the Nasdaq Global Select Market and SEC rules and regulations. Each member of our audit committee also meets the financial literacy and sophistication requirements of the listing standards of the Nasdaq Global Select Market. In addition, our board of directors has determined that each of Ms. Wilderotter and Mr. Aggarwal is an audit committee financial expert within the meaning of Item 407(d) of Regulation S-K under the Securities Act. Following the completion of this offering, our audit committee will, among other things:

- select a qualified firm to serve as the independent registered public accounting firm to audit our financial statements;
- help to ensure the independence and performance of the independent registered public accounting firm;
- discuss the scope and results of the audit with the independent registered public accounting firm, and review, with management and the independent registered public accounting firm, our interim and year-end results of operations;
- develop procedures for employees to submit concerns anonymously about questionable accounting or audit matters;
- review our policies on risk assessment and risk management;
- review related party transactions; and
- approve or, as required, pre-approve, all audit and all permissible non-audit services, other than de minimis non-audit services, to be performed by the independent registered public accounting firm.

Our audit committee will operate under a written charter, to be effective prior to the completion of this offering, that satisfies the applicable rules and regulations of the SEC and the listing standards of the Nasdaq Global Select Market.

Lyft Technical Skills

We designed the Lyft app with a focus on simplicity, efficiency and convenience have collected data from over one billion rides and over ten billion miles driven to inform our machine learning algorithms and data science engines. Our proprietary technology efficiently matches riders with drivers through advanced dispatching algorithms, providing faster arrival times, localized pricing and maximum availability. Our data insights also allow us to anticipate market-specific demand, enabling us to create customized incentives for drivers in local markets. We continuously aim to reduce friction in the booking process with features like “one tap ride” so riders can enter their destinations quickly. The more rides that are taken on our platform, the better we are able to offer our riders

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personalized experiences most suitable to the trip being planned. This allows us to enable riders to optimize routes across multiple modes of transportation which we believe provides us with a significant advantage over single modality providers.

At the end of 2018, we had 4,791 employees in over fifty offices and Driver Hubs. Approximately 36% of our employees work in our product management, engineering and design organizations, including several hundred employees in our Level 5 Engineering Center in Palo Alto, California.

Lyft's audit committee meets the requirements for independence under the listing standards of the Nasdaq Global Select Market and SEC rules and regulations. Each member of our audit committee also meets the financial literacy and sophistication requirements of the listing standards of the Nasdaq Global Select Market. In addition, our board of directors has determined that Ms. Wilderotter and Mr. Aggarwal are audit committee financial experts within the meaning of Item 407(d) of Regulation S-K under the Securities Act.

Lyft Equipment/Facilities

Lyft is a Transportation Network Company, and therefore, does not own equipment on the platform. Lyft has local teams and hub facilities across the country that help to streamline onboarding of drivers to support supply levels and ETAs for riders. As provided in the top 50 markets, Lyft's teams have been able to effectively attract qualified drivers and maintain average ETAs across these markets through our operations. Lyft ride types can found under section titled Requesting Rides on Lyft App - additional details regarding specific ride types available in each market can be found at lyft.com/cities –

- *Lyft Shared - connect passengers with other riders along similar routes for a discounted price.*
- *Lyft - personal ride that lets passengers ride solo or with up to three passengers.*
- *Lyft XL - hails larger vehicles for when passengers need more space and seats up to 6.*
- *Lyft Lux - a high-end ride, the perfect way to add a little luxury and arrive in style.*
- *Lyft Lux Black - a black car luxury ride piloted by a top driver.*
- *Lyft Lux Black XL - the most spacious luxury ride. Piloted by a top driver, this black car comfortably seats six passengers.*

Lyft operates local hubs across the country with team members who help to support local and national partnerships. More information on these hub locations can be found at thehub.lyft.com. In Washington DC, Lyft's office is staffed by over 75 operations, community outreach, and marketing specialists. For example, in Washington DC, between January and June 2019, Lyft worked with local nonprofit Martha's Table to enroll more than 400 families in the Washington, DC Grocery Access Program. These families took over 5,000 Lyft rides to and from local grocery stores that connected them with healthy food options — and slashed their average shopping commute time by nearly one-half. This program has now scaled nationally. More information can be found at <https://www.lyft.com/city/grocery-access>.

Lyft Safety Programs

Safety is the cornerstone of all healthy communities, and it's one of the key values Lyft was founded on. Understanding the safety concerns of companies, agencies and riders, Lyft has an extensive driver and vehicle background check before approving a driver on the Lyft Platform. In the beginning, our Co-Founders interviewed

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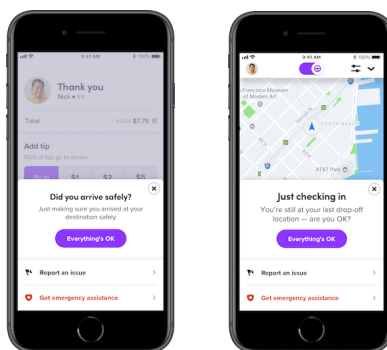
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every driver personally because establishing trust and safety has always been a top priority in building a successful community. One in five Lyft employees are directly involved in work that advances our commitment to safety. Since day one we have run extensive background and safety checks on drivers before they are approved to provide rides on our platform. During the ride, we have designed numerous safety features into the Lyft experience.

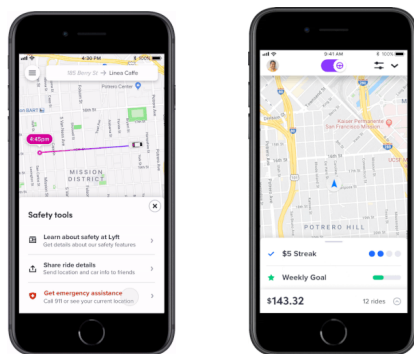
Continuing our focus on safety, in February, we formed a Community Safety Program steering committee under the leadership of General Counsel Kristin Sverchek, along with Chief Policy Officer and former U.S. Secretary of Transportation Anthony Foxx. In 2019, we've launched 14 new safety features, including increased anti-fraud measures and requiring detailed feedback for any rides less than four stars. Below are enhanced safety features we've recently rolled out since presenting to the GSA at the Industry Day in 2017. These features build off our existing safety features and policies we have in place.

Enhanced Safety Features

Smart Trip Check-In: Predicting when a rider or driver needs assistance. If a ride looks to have unexplained delays, riders and drivers will hear from us asking if they need support from our team — and if necessary, request emergency assistance. This feature was built using data from millions of trips, and will roll out this year, in 2019.



Emergency Assistance: Access to 911 from the app. Lyft now includes a way for both drivers and riders to reach 911 directly through the Lyft app, in the rare event it is needed, such as a medical emergency or accident, and a speedy response is critical. Lyft's platform prominently displays a passenger's current location and vehicle information, including the license plate, to 911. This makes it easy for 911 to inform emergency dispatchers of the necessary information if needed.



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Community Safety Education: Lyft launched a partnership with RAINN, the nation's largest anti-sexual violence organization, to ensure we're effective at educating our community to protect against bad actors. Drivers will be required to complete additional mandatory Community Safety Education. Riders must agree to Lyft's Community Guidelines, and anyone reported for violating them will be removed from the platform or required to take additional Community Safety Education.

Additional Safety Features

- **Continuous Criminal Monitoring:** Our daily screenings for drivers quickly notify Lyft of criminal convictions. Any driver who does not pass both annual and continuous criminal screenings is barred from our platform.
- **License & Photo Verification:** Riders always know in advance the driver and license plate of the vehicle they're getting into.
- **Route Location Sharing:** Riders can share their route and ETA with their loved ones even before the ride starts.
- **Two-way Ratings:** Drivers and riders rate one another anonymously after each ride, providing valuable feedback so we can take the appropriate action when needed.

Below are policies and processes in place to address quality controls Lyft has put in place to maintain trust in the platform. relating to these factors, including background checks, zero-tolerance drug and alcohol policy, vehicle inspections, pre-ride experience, 24/7 Trust & Safety Team, 2-way ratings after each completed ride, and the Lyft Amp. In all cases, the below policies comply with applicable regulations.

Background Checks

Every prospective driver who applies to drive on the Lyft platform become a part of the Lyft community must undergo a comprehensive third-party background check to screen for criminal offenses and driving incidents. The background check process includes both a criminal record check and a driving history check, and are re-run on an annual basis for all active drivers.

The criminal record check — screens for violence, sexual offenses in the publicly available sex offender registry, felonies, and disqualifying drug-related, theft-related, and fraud-related offenses. Each criminal record check includes the following:

A social security number trace — searches credit bureaus, commercial databases, and other public records. This search produces a history of past and present addresses and names (including aliases) associated with the driver's unique identifiers. This search also includes a check against the Social Security Administration's Death Master File, comprised of social security numbers belonging to deceased individuals.

An enhanced nationwide criminal search — searches over 1,800 databases, consisting of criminal records compiled from a variety of state, county, and other proprietary sources, including state Departments of Corrections and state warrants databases, as well as federal law enforcement's most wanted lists. Each background check also includes a "Global Watchlist Search," which searches various U.S. and international government watch lists, including the FBI's Most Wanted List, Interpol's Most Wanted List, Office of Foreign Asset Control Sanctions Lists, Denied Persons List, Department of State Sanctions List, and Specially Designated Nationals Lists.

County court records — a direct search of criminal records from courts within any U.S. counties that the prior searches have identified as linked to the applicant. This direct search of the primary source of criminal records provides the most accurate and up to date information available. This search reveals felony, misdemeanor, and less

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Federal criminal court records — This search identifies criminal case details and outcomes from any of the 94 U.S. federal district courts.

U.S. Department of Justice 50-state sex offender registry search — searches the publicly available Federal Department of Justice (DOJ) Sex Offender Registry which includes real-time listings of registered sex offenders and other violent offenders in all 50 states.

Driving history check — ensures applicants meet the standards set by Lyft and the jurisdiction that they apply to operate within. The driving history check also screens for the following:

- Age 21+
- No more than three moving violations in the past three years (such as accidents or traffic light violations)
- No major moving violations in the past three years (such as driving on a suspended license or reckless driving)
- No DUI or other drug-related driving violation in the past seven years
- No serious driving-related convictions in the past seven years (such as a hit-and-run or a felony involving a vehicle)

OIG Exclusion List — drivers are checks against the OIG exclusion list to provide rides for Federal government contracts.

For military base access — Lyft will allow drivers to opt in to an additional background check to allow installation clearance for a period of not less than 6 months, but not more than 1 year per local installation guidelines. This will allow drivers (civilians) that do not already have installation clearance to receive clearance up to local installation standards.

Zero-tolerance Drug and Alcohol Policy

Lyft actively monitors passenger feedback for indicators of zero tolerance policy violations. Lyft automatically monitors passenger feedback for keywords that may indicate a violation of the zero-tolerance policy. Our monitoring parameters are intentionally broad to ensure that Lyft errs on the side of caution. For example, passenger feedback containing the phrase “drug store” would trigger a Trust & Safety review because the word “drug” was used. The Lyft Trust & Safety team reviews concerning comments.

If a violation of the zero-tolerance policy is suspected due to passenger feedback, Lyft will immediately suspend the driver’s access to the app while the Trust & Safety team conducts an investigation. In the course of a zero-tolerance investigation, Lyft will contact the passenger for further details relating to a suspected zero tolerance policy violation. Prior passengers of a driver under investigation will also be contacted if necessary.

If an investigation results in definitive evidence or even a strong suspicion of a zero-tolerance policy violation, the driver will be permanently deactivated.

Vehicle Standards

All vehicles connected through the Lyft platform are required to meet Lyft standards and applicable state and local laws. This includes requirements around vehicle age, minimum number of doors and seatbelts, and vehicle inspection requirements. Vehicle inspections are conducted in accordance with state laws with more details on requirements found at <https://help.lyft.com/hc/en-us/sections/115003494688>.

Section 2: Performance Work Statement

In response to GSA's request for a qualified Transportation Network Company, Lyft proposes its commercially available Lyft Business platform to help consolidate Federal spending to get the most favorable terms, conditions, and discounts, while offering agencies the flexibility to expand and explore new opportunities leveraging the Lyft Business platform to support back office capabilities.

The Lyft Business platform will allow agencies to simplify payments, see ride history, control access, run reports, and reconcile accounts — all from one central location. With the platform agencies will be able to reduce costs, save time, and streamline ground transportation programs. Partners utilize the Lyft Business platform across multiple use cases, including travel, commute, events, and courtesy.

For employee travel, employees can get reimbursed on time — without the manual work — through easy expensing, including sending receipts to a government work email or directly through top expense partners to automatically expense business rides. Other programs agencies can implement, include:

- Commute: agencies can set up programs through Lyft Business that help employees access the Lyft network for commute, late-night rides home, gaps with public transportation, and more with monthly Lyft credits -- agencies set the rules for price, time, location, and vehicle type.
- Events: ensure access to the Lyft network through unique event codes that are centrally billed to a credit card or offline account.
- Courtesy: access the Lyft network for customers, patients, or guests through Concierge, allowing riders access on-demand, scheduled, and flexible rides — no Lyft app or smartphone needed.

Lyft Business Profiles

We introduced Lyft Business Profiles in 2016 to help organizations track employee business travel spend more effectively. With a Lyft Business Profile, agencies will be able to assign a specific business email and payment method to an employee, allowing agencies to also require notes collected on each ride and customized expense codes for additional reporting enhancements.

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People Sync

People Sync keeps an agency's list of employees up to date in Lyft Business, so as people come and go, their Lyft access will update automatically. People Sync will be a shared folder between the agencies and Lyft using a Secure File Transfer Protocol. Once the agency uploads an employee list to the shared folder, Lyft will automatically check the employee list on a daily basis and manage access (invite / remove employees).

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Lyft Booking Capability

Lyft provides multiple options for booking a ride on the Lyft Business platform: requesting rides through the Lyft app and non-smartphone booking via web and Concierge.

Requesting Rides on Lyft App

To request a Lyft ride, a passenger opens the Lyft app and selects a ride type using the icons. Currently, Lyft offers the following ride types:

- Lyft Shared - connect passengers with other riders along similar routes for a discounted price.
- Lyft - personal ride that lets passengers ride solo or with up to three passengers.
- Lyft XL - hails larger vehicles for when passengers need more space and seats up to 6.
- Lyft Lux - a high-end ride, the perfect way to add a little luxury and arrive in style.
- Lyft Lux Black - a black car luxury ride piloted by a top driver.
- Lyft Lux Black XL - the most spacious luxury ride. Piloted by a top driver, this black car comfortably seats six passengers.

After selecting a ride type, the passenger confirms the pick-up pin is in the proper location and selects “Set pick-up” — if the GPS is incorrect, the passenger can manually type in a location address.

The passenger will see an average estimated time of arrival (ETA) for the driver to arrive at the pick-up location and the passenger will be prompted to enter a destination address. Once entered, a cost estimate will display and include any qualifying promos or subsidized fares the passenger has attached to their account.

On the same screen, the passenger will see their default payment method and have the option to add or select an alternative. If the passenger has a Business Profile, a “Personal” icon or “Business” icon will appear next to the payment method. Tapping the icon will swap what profile is used for the upcoming ride.

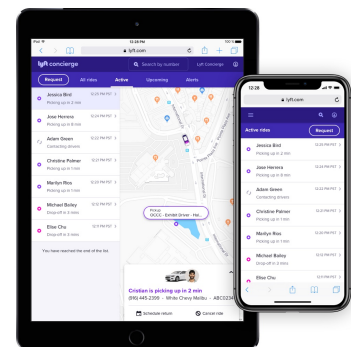
Once the passenger taps the “Request Lyft” button, they’ll be matched with a driver. Once matched, the driver’s name, photo, vehicle details, Amp color (the Lyft Amp is a dynamic, glowing emblem available to drivers in select cities), and license plate number for easy identification.

Non-Smartphone Booking - Web and Concierge

In addition to our popular mobile app, passengers can request Lyft rides via their desktop computer. We describe both of these mobile booking alternatives in greater detail below:

Web

For passengers who don’t have a smartphone, or would just prefer to book a ride from their desktop or tablet, Lyft offers an online booking platform at <http://m.lyft.com>. Similar to the app, riders will enter the address for their pickup and drop-off locations. Once a ride is requested a car will be dispatched. Passengers can monitor their drivers’ progress from the browser providing the same level of experience as Lyft’s mobile app.



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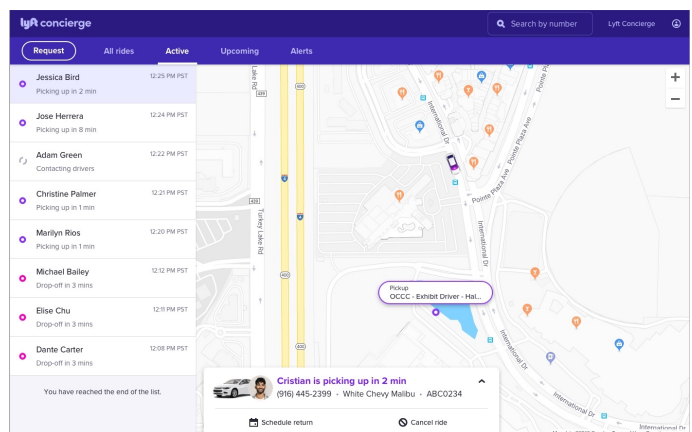
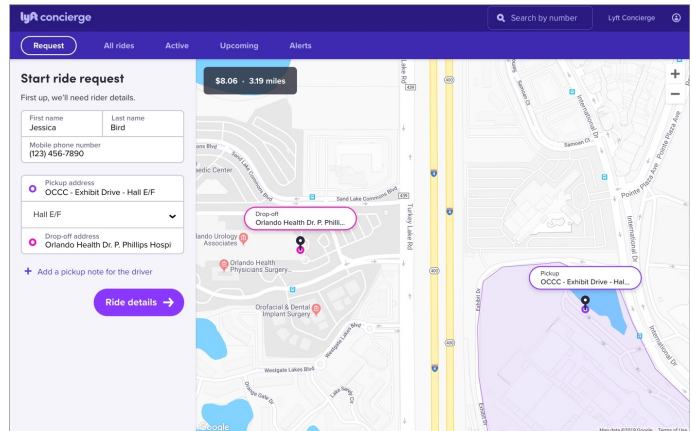
Concierge

Lyft has developed a web-based ride-request portal, called Concierge, which can be used by agency staff to book a trip on behalf of the government. Agents can request rides for an immediate pick-up or pre-scheduled pick-up to seven days in advance; no advance reservations are required.

The Concierge platform is designed to deliver a user-friendly booking interface for all general device types. To request a ride, agents can use any standard web browser on any internet-enabled device (computer, tablet or smartphone) to log-in to the Concierge portal. From there, they simply enter the passenger's pickup location and destination. The Concierge platform will then display estimated arrival times and fares, and prompt the agent to confirm the request. Once confirmed, our platform uses a proprietary scheduling algorithm to dispatch the ride request to a nearby driver.

Once a match is made, the Concierge platform allows program dispatchers to track the position of the dispatched vehicle on a real-time map, view the estimated time of arrival to the designated pickup location, and see a photo of the driver, the driver's phone number, and the vehicle's make, model, and license plate number.

Concierge will automatically send a series of SMS texts to passengers to let them know a ride has been requested, the driver and car details, and will notify them of the driver's arrival. The SMS text includes a web link that the rider can open in their mobile web browser to monitor the status of their trip and position of their driver's vehicle.



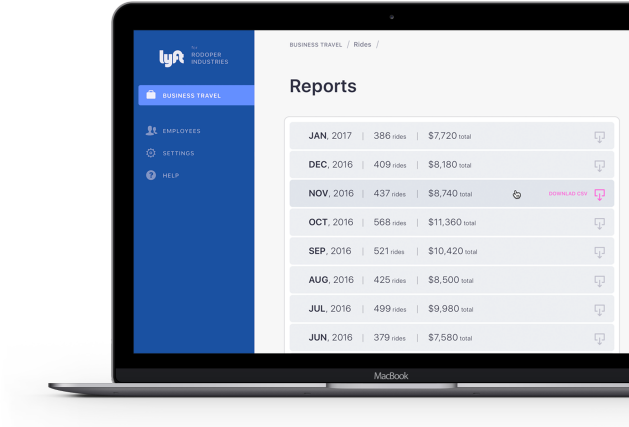
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Lyft Business Platform - Online Portal

If the GSA were to select Lyft as a rideshare program provider, participating agencies would be granted access to the Lyft Business portal — a simple account management solution for keeping track of employee business rides, invoicing, eligible employees, and agency spending habits for travel.

With a Lyft Business account, administrators get access to powerful features to give team members better travel experiences with easier expensing options. Participating agencies will be able to link employee rosters with their account, so as employees come and go, their Lyft access gets updated automatically. Below, we have listed features and describes how they could be used by the agencies to manage employee business profiles.



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Cost Transparency

Fields in the transaction report give agencies visibility into the cost breakdown of a ride and the total that the agency paid. These fields include:

- Ride Fare
- Ride Fees
- Simplified location insights with consolidated location information:
- Ride Discounts
- Ride Tip
- Ride Cost
- Transaction Amount
 - Pickup address
 - Drop-off address
 - Request address
 - Destination address

Reporting Definitions

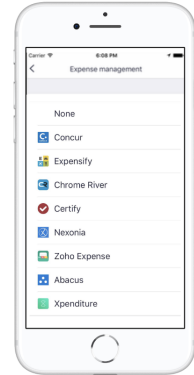
Reports for all products will contain the same fields. Below are all of the fields and their definitions that an agency will see in a standard report for Auto Pay, Concierge, and Credits rides.

- Distance (miles): Distance of the ride, rounded and truncated to 2 decimal places.
- Duration (minutes): Duration of the ride, rounded and truncated to 2 decimal places.
- Ride Fare: Ride's base fare and Prime Time fee (if applicable). This is before any discounts are taken (e.g. Shared ride discount), and always a positive value.
- Ride Fees: This field buckets all positive fees other than ride fare and tips. Common fees include sales tax, price, adjustment, toll estimate, cancellation penalty, and roundup donation.
- Ride Discounts: This field buckets all negative fees. Common discounts include discounts from a Lyft Shared or Shared Saver ride and feature or promotional discounts.
- Ride Tip: If no tip is paid, the field is "0".
- Ride Cost: This field is the sum of Ride Fare, Ride Fees, Ride Discounts, and Ride Tip.
- Business Services Fee: This fee is only applicable if an agency has an existing contract with Lyft Business on platform fee terms. Otherwise, this column will always show "0".
- Transaction Amount: This is the amount incurred by the ride transaction and paid by the agency.
- Transaction Type:
 - Ride stands for a transaction that happens on a Lyft Business ride.
 - Additional Charge stands for additional fees incurred after a Lyft Business ride transaction. Common examples "additional charge" include:
 - Lost and found: fee charged and paid for recovering a lost item
 - Additional tip: additional tip added after a completed ride
 - Cleanup fee: a fee charged and paid to clean up a vehicle
 - Damage fee: a fee charged and paid to repair damage to a vehicle
 - Refund stands for repayment of Transaction Amount, hence a negative value.
 - Cancel stands for cancelled rides. It will only show up if a cancellation fee incurred.
- Ride Type: The ride mode of the Lyft ride. Current ride types: Access, Carpool, Self-driving, Lyft + Transit, Shared, Shuttle, Lux Black, Lux Black XL, Lyft XL, Lux, Promo, Lyft, SUV.

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Expense Management Integration

For employees at an agency that uses an expense management platform, Lyft can send ride receipts directly to this platform immediately after the ride. Currently, we have partnerships with Concur, Expensify, Chrome River, Certify, Nexonia, Zoho Expense, Abacus and Xpenditure.



Receipt Forwarding

If an agency doesn't use an expense management system and prefers for employees to submit receipts for reimbursement, employees can use their Business Profile to keep track of ride receipts for expensing in their business email.

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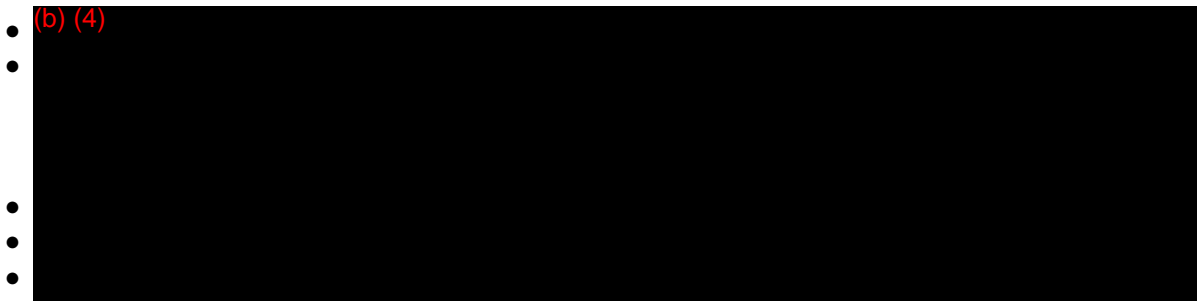
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Program Management

Lyft's program support includes onboarding and account management for agencies, including but not limited to trainings, communications to promote the use of the program, and provide guidance on strategies to optimize performance and adoption of Lyft's Transportation Network Company solutions. The Lyft team below will help design and implement the services requested in the RFP with a proven track record, experience and understanding of the importance of working closely with customers to ensure satisfaction of services. The team has successfully launched and supported some of Lyft's largest and most complicated partnerships across the U.S., bringing both breadth and depth of experience in planning and operations, engineering, community outreach, and marketing.

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Lyft Areas of Coverage

Across the top 50 Government markets identified in Section 1.10 Markets Solicited, Lyft has existing coverage with average ETAs between 3-7 minutes. Below are links to Lyft's pages highlighting each of these markets:

Rank	Market	Lyft Coverage
1	Washington, DC	Yes
2	San Diego, CA	Yes
3	Atlanta, GA	Yes
4	San Antonio, TX	Yes
5	Seattle, WA	Yes
6	Honolulu, HI	Yes
7	Denver, CO	Yes
8	Chicago, IL	Yes
9	Norfolk, VA	Yes
10	Dallas, TX	Yes
11	Los Angeles, CA	Yes
12	Orlando, FL	Yes
13	St. Louis, MO	Yes
14	New York, NY	Yes
15	Las Vegas, NV	Yes
16	Oklahoma City, OK	Yes
17	Boston, MA	Yes
18	Jacksonville, FL	Yes
19	Phoenix, AZ	Yes
20	Salt Lake City, UT	Yes
21	El Paso, TX	Yes
22	Philadelphia, PA	Yes
23	Kansas City, MO	Yes
24	Louisville, KY	Yes

25	Tampa, FL	Yes
26	San Francisco, CA	Yes
27	New Orleans, LA	Yes
28	Columbia, SC	Yes
29	Albuquerque, NM	Yes
30	Houston, TX	Yes
31	Anchorage, AK	Yes
32	Minneapolis, MN	Yes
33	Tucson, AZ	Yes
34	Colorado Springs, CO	Yes
35	Huntsville, AL	Yes
36	Miami, FL	Yes
37	Richmond, VA	Yes
38	Nashville, TN	Yes
39	Providence, RI	Yes
40	Dayton, OH	Yes
41	Sacramento, CA	Yes
42	Fayetteville, NC	Yes
43	Portland, OR	Yes
44	Durham, NC	Yes
45	Savannah, GA	Yes
46	Indianapolis, IN	Yes
47	Valparaiso, FL	Yes
48	Charleston, SC	Yes
49	Detroit, MI	Yes
50	Pensacola, FL	Yes

Identified Risks and Risk Mitigation Strategies

The driving services passengers receive depend in part on our ability to attract and retain qualified drivers who satisfy our screening criteria and procedures and to increase utilization of our platform by existing drivers. To this end, Lyft's Operations teams, among other things, offer sign-up and referral bonuses and provide access to third-party vehicle rental programs for drivers who do not have or do not wish to use their own vehicle. Changes in certain laws and regulations, including immigration and various other background checks and other requirements, may result in a shift or decrease in the pool of qualified drivers. To mitigate changes in laws and regulations as a risk to our business, Lyft has a Policy team that works with stakeholders in our community and across government to communicate and advise on issues that impact our mission to improve people's lives. This team is led by Anthony Foxx, former Secretary of Transportation.

For further information on Lyft's business risks, including rider and/or driver risks, Lyft is providing excerpts from our S-1 filing to the SEC as part of the process to becoming a publicly traded company. Excerpts include risks related to our business and industry, found on page 20 of the S-1. In order to mitigate possible rider and/or driver risks, Lyft has created incentives to ensure the Lyft marketplace continues to improve and grow over time. These incentives and spend levels can be found in the *Incentives Programs* section from our S-1 on page F-14 to F-15, as well as Benefits to Key Stakeholders (pages 7 to 9). To view the full S-1 filing to the SEC visit: <https://www.sec.gov/Archives/edgar/data/1759509/000119312519059849/d633517ds1.htm#toc>

Today, our offerings include access to an expanded set of transportation modes, such as access to a network of shared bikes and scooters for shorter rides and first-mile and last-mile legs of multimodal trips. We also recently added information about nearby public transit routes in select cities to offer riders a robust view of transportation options. Our multimodal platform enables TaaS, which we believe offers a viable alternative to car and fleet ownership. We anticipate the demand for our platform offerings will continue to grow as more and more people discover the convenience, experience and affordability of accessing Lyft's network.

Lyft shall provide and maintain insurance covering its liabilities in accordance with the BPA Holder's commercial practice and state/local governance but in amounts of at least \$1,000,000 per person and \$1,000,000 per occurrence for death or bodily injury and \$1,000,000 per occurrence for property damage or loss.